



CASE REPORT

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| 1. Complaint reference number | 156/02 |
| 2. Advertiser | Nestle Australia Ltd (Maggi) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Religion – section 2.1 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a mother and daughter sitting on the living room floor. The mother is complaining about her daughter who has become a vegetarian and a Buddhist. The mother says words to the effect that she does not understand her daughter but that she (the daughter) has got her onto a good thing with ‘Maggi 3 Cheese Potato Bake’. The final scene depicts the mother putting the palms of her hands together in a prayer gesture.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“As a practicing [sic] Buddhist, I find the patronizing, ill-informed, way that the ad deals with the Buddhist beliefs offensive... I find such implications about the Buddhist faith not in keeping with the level of public respect that is commanded by other faiths and I believe it is disrespectful to marginalize the Buddhist faith by this public implication of irrationality.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board reached a determination that the advertisement did not breach prevailing community standards in relation to the portrayal of people or on any other basis.

Finding the advertisement did not contravene any provisions of the Code, the Board dismissed the complaint.